ADVERTISEMENTS.

Furniture Sale

TEN PIECE SOLID MAHOGANY SHERATON DINING ROOM SUITES. Regular $365.00. Reduced to **$200.00.**

HANDSOME SOLID MAHOGANY FOUR PIECE BEDROOM SUITES. Regular $200.00. Reduced to **$125.00.**

CHESTERFIELD DAVENPORT, size 6 ft. 6 in., 7 ft., or any other size desired, all upholstered in Hair, covered in any color Denim or Chintz. Regular price, $95.00. Reduced to **$62.00.**

CHESTERFIELD ARM CHAIR to match. Regular price, $65.00. Reduced to **$42.00.**

CHESTERFIELD DAVENPORT and CHAIR, made with either Loose Down Cushion Seat or stationary seat if preferred.

SOLID MAHOGANY GATE LEG TABLE. Regular price, $18.00. Reduced to **$13.50.**

WILLIAMS & MARY CHAIR, simple in line. From Hewell Grange, Worcestershire, England. Regular price, $30.00. Reduced to **$19.00.**

All upholstered furniture is made in our own shop.

Greenberg & Buxbaum, Inc.

Furniture—Upholstery—Interior Decorating.
502 Columbus Ave., at 84th Street.
Phone Schuyler 8841.

Mme Irene

FRENCH MODEL GOWNS
500 Fifth Avenue
1 West 42nd St.

Hoot Mon!
The Bonnie Plaids Are Here.

"GEILA"

A Bewitching Taffeta Silk Frock.
Very Special.

$23.50

Sleeves and shoulder of filmy Georgette Crepe. Waist has smart revere and collar of satin. Dainty silver drop trimming. The skirt hangs in very graceful lines, with pointed front. Chic belt of gold or silver.
Colors: *Blue and Green, Blue and Brown, Grey and Blue, Brown and Tan. Also all shades in plain Taffeta or Crepe Meteor.*
Sizes for Women and Misses.
Mail Orders promptly filled.

STOCKINGS AND SOCKS

AT
REDUCED PRICES

May 1st we move our uptown shop, at 588 Fifth Avenue, to our new building at 586 Fifth Avenue, at 47th Street, and are offering many special lots of exclusive hosiery at greatly reduced prices.

SPECIAL LOTS
of Silk, Lisle Thread and Cotton; Openwork, Embroidered and Plain
From 33c to $3.65 the pair
Stockings and Socks formerly sold from
45c to $6.50 the pair

Lot 95—Thread Silk Stockings. Black and colors, with or without lisle tops and soles.
95c the pair, $5.00 Half Doz.
Were $1.35 the pair

Lot 60—Lisle Thread Socks in medium weight. Black only.
$1.60 Half Dozen
Were $3.00 to $4.00 Half Doz.

Send for sales circular showing many other special lots.
Sale Prices only at
588 Fifth Avenue, at 48th St.

PECK & PECK
EXCLUSIVE HOSIERY
448 Fifth Avenue at 39th Street
588 Fifth Avenue at 48th Street
NEW YORK CITY

If All Parents

knew Blyn-Plan Shoes as we know them, no child would be without them.
The master designing, the careful shaping, the capable making of choicest leathers into foot-health shoes—all done by trained shoemen keenly interested in their work.

Blyn-Plan NatureShoe — For Children

Patent Colt and Gun Metal	
Sizes	
5 to 8....	1.75
8½ to 11..	2.00
11½ to 2..	2.50
Tan Russia Calf	
Sizes	
5 to 11...	2.00
11½ to 2..	2.50

Button and Blucher Styles
10c. extra by mail anywhere in the United States.

Red Cross Shoe

"Bends with your foot" — For Women

New Spring Styles

Novelties are featured in the Red Cross Models for Spring.
Thousands of New York's well-dressed women know the comfort of Red Cross Shoes. You will know it the minute you slip your foot into one of the dainty new Models.
Light, smart, flexible, they fit with the ease of a glove.
We are sole agents for Red Cross Shoes in New York and Newark.

Style 1287

$3.50

Ladies' Patent Colt Red Cross Pumps, with jet ornaments, Spanish all leather heels, and flexible soles. A style that will fascinate lovers of dainty footwear.

Newark Store { **689 Broad Street** Opposite Military Park.

I. Blyn & Sons
GUARANTEE SHOE CO.
Mail Order Dept. 2240 3d Av.

West Side Stores:	East Side Stores:
222-224 W. 125th St.	3d Av. & 122d St.
6th Av. & 27th St.	3d Av., nr. 86th St.
8th Av., near 39th St.	3d Av., 150 & 151 Sts.
	162 Bowery, nr. Broome

Brooklyn Stores { B'way, bet. Park & Ellery Sts. 485 Fulton St., opp. A. & S. Broadway, near Greene Ave.
Factory: 511-519 East 72d St.

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INCOMPARABLE **CREAMS**

"For the Woman Who Cares"

Greaseless Cream
Protects your skin from chap and wind burn; will impart to your complexion the velvety bloom of youth.

Cleansing Cream
Incomparable for ridding the pores of all impurities; will give the pure, clear complexion of perfect beauty.

These two essential creams are scientifically prepared to be used in conjunction with each other, and will produce results obtainable in no other way.

25c & 50c

EVENING WHITE
Imparts that soft, pearly white tone to arms, throat and shoulders. Unsurpassed for the evening toilette and dansant.
An Absolutely Harmless Cream
Easily applied with a damp sponge, and does not rub off.
35c per tube.

ALL STORES

PLEXO PREPARATIONS INC
94 N. MOORE ST. N.Y.C.

Leonard's

Creators of Exclusive Apparel
Everything made on the premises. Moderate prices.

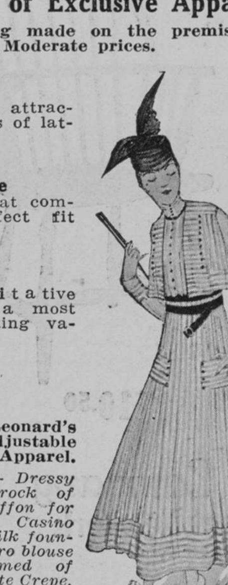
For the Young Miss
Smart and attractive dresses of latest designs.

For the Stout Figure
Apparel that combines perfect fit with style.

For Normal Figures
Authoritative styles in a most fascinating variety.

For the Expectant Mother
Mme. Leonard's Self-Adjustable Maternity Apparel.

No. 923 — Dressy Summer Frock of Striped Chiffon for Beach or Casino wear. On silk foundation. Bolero blouse partly formed of Silk Georgette Crepe. Odd velvet belt and buttons give tasteful contrast. To fit all figures....... **$34.50**



No. 923

Our Spring Catalogue is now ready and will be sent out of town on request. Send to Dept. T. If interested in Maternity Apparel, write for Cat. T. M.

24 WEST 39TH STREET
Near 5th Avenue. Phone Greeley 3932.

COPIES OF THE
Best French Models

A Saving of $10 to $15, or even $25.

Each season we select the choicest models of a large number of manufacturers who have designed the best model suits and gowns. Because of our intimate affiliation with them for many years, our salesrooms are used as a clearing house to dispose of them.

Buying these exhibition samples for cash, we obtain a good discount, *which we accept as our profit.*

Exhibition samples are made by the most expert tailors for critical inspection by buyers all over the country. They are paid double wages.

Eliminating huge ground floor rentals and various other expenses, we can sell duplicates of the coats, dresses and suits sold by the Avenue shops *for 25% less than their prices.*

Every garment we offer is beautifully tailored and will give the wearer an individuality by the draping and chic lines.

Model 555 (illustrated), Suit of Serge or Gabardine, satin finish. Patch pockets in skirt—belt effect. Collar and cuffs trimmed with imported plaid linen. Coat, box back, with Eton effect, standing roll collar, lining of peau-de-cygne, bone ball buttons. Sizes 14 to 38. Authentic price, $35.

SPECIAL FOR THIS WEEK **$25**

FRENEAU SWEENY COMPANY
379 5th Avenue—3rd Floor—Opp. Best's.

Mothers, You are proud of your little ones **now.** But just imagine how they will look in

Ford & Allen
Man Tailored
Wash Suits

Dress your children in our **dainty, distinctive, serviceable** suits and **know** that you have given them the **best.** We send our beautiful and **"character-full"** Priscilla and Balmacaan rompers, Russian, middy, blouse and afternoon suits and exquisite wash silk party costumes as regularly as the seasons change to **fashion leaders** in all the style centres of the **globe.**

Obtainable Only by Mail.
Man Tailored for children from 6 months to 8 years old and sold at **60c** to **$7.** They are made of **careful selections** from the **most suitable materials** and give **wonderful wear.**

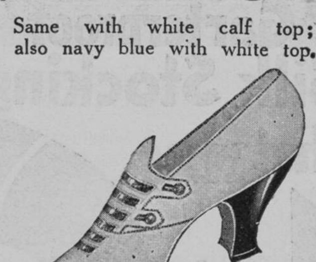
Send for the Style Book.
Parents who take pride in the dress of their children and who appreciate **true economy** need our beautiful **Spring Style Book.** Let us send it to you.

FORD & ALLEN, Inc., 44Y Federal Street, Boston, U. S. A.

L. M. HIRSCH
Sample Shoe Co.

Patent Colt or Dull Leather, with sand cloth top; ornament at throat **$5.00**

Same with white calf top; also navy blue with white top.



White Calf; 2 buttons; Patent Leather Inlay; black Louis XV. heel **$5.50**

Silk Hosiery to Match........95c

An inspection of our large variety of new Spring Models will show wonderful values at remarkably Low Prices.

404 Sixth Ave., N.Y., Bet. 24th & 25th Sts.

The Pathé
Pathephone
THE NEW PHONOGRAPH

A good phonographic reproduction can be had only through the use of the PATHÉ unwearable Sapphire Ball. Above are shown the two means of reproducing the sounds. The first is a sapphire of round shape, the other a sharp-pointed needle. Imagine these two ends rubbing on a surface of only moderate hardness. Which one will scratch that surface? The answer is evident.

CALL FOR DEMONSTRATION AT ANY OF THE FOLLOWING DEALERS:
Hardman, Peck & Co., 433 Fifth Ave., New York.
Hardman, Peck & Co., 524 Fulton St., Brooklyn.
Ludwig Baumann & Co., 144 W. 125th St., New York.
Fred. Kraft, 38 Cortlandt St., New York.
Henry B. Pye & Co., 2918 Third Ave., New York.
Mirkin & Susser, 1529 Madison Ave., New York.
James Mather Music House, 4181 Broadway, New York.
B. G. Warner, 1223 Bedford Ave., Brooklyn.
Ryder Sound Regulator Co., 71-73 Sixth Ave., Brooklyn.
Manhattan Carpet & Furniture Co., 1923 Richmond Terrace, Port Richmond, S. I.
Pathephone Shop of New Jersey, 8 Park Ave., Paterson, N. J.
or at
PATHÉ FRÈRES
PHONOGRAPH CO.
29-33 W. 38th St.

TELEPHONE 112 PLAZA

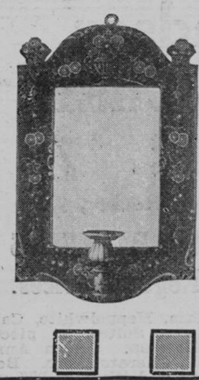
Annette
EXCLUSIVE STYLES
20 WEST 57TH ST.
NEW YORK.

Garden Frock of White Net and Voile

Full skirt of net with band of plain voile at bottom, outlined with soutache braiding. Upper part of skirt on cord, forming girdle. Waist of net and voile with soutach braiding, forming Eton Jacket effect. Long set-in sleeves with transparent effect. High collar at back, finished with band of ribbon across front.

SPECIAL
$34.75
Value $45.00

Waists	$4.75	and up
Cotton Frocks	8.75	
Afternoon Dresses	25.00	
Evening Gowns	25.00	
Suits	25.00	



An Unusual Sconce **$6.00**

with frame carved from solid wood handpainted after the manner of the old Italian furniture in polychrome coloring on a black background.

Many other attractive articles for the embellishment of the home—on display in our shop.

Outside measurements 16 inches by 10 inches.
Mirror 9¼ inches by 5¾ inches.

Mastick & Graham
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8 East Thirty-seventh St., New York

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The only Safe, Simple, Perfect
Motion Picture Machine
For the Home, School or Club.
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No wiring or electric connection necessary. Turning the handle generates its own (incandescent) electric light. **Uses special non-inflammable film.** New subjects always available to every owner in the **Pathescope Film Exchanges,** or you can take your own Motion Pictures with a **Pathescope Camera.** See them at the **Pathescope Salon,** Aeolian Hall, New York.

Operators, Machines and Films furnished for Evening Entertainments, etc.

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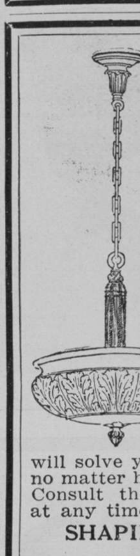
Distilled in five minutes from the granulated bark of the fragrant Sassafras root, which is gathered by the Cherokee Indians and the North Carolina Mountaineers. A delicious, healthful and beneficial beverage for both old and young. Quiets rather than excites the nerves. Substitutes both tea and coffee. Refreshing and exhilarating. Purifies the blood, clears up the complexion. Positively sweetens the breath. Sold in air-tight, sealed cans, postpaid, ½ lb., 50c.; 1 lb., 80c.; 2 lbs., $1.50; 5 lbs., $3.50. A generous sample order, 10c. A trial will convince you.

SASSAFRAS BARK TEA COMPANY
Asheville, North Carolina



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We carry the most modern and efficient type of lighting fixtures for the correct illumination of the home, the office, the store, the factory.

Our Expert Lighting Engineers

will solve your lighting problem—no matter how large or how small. Consult them without obligation at any time.

SHAPIRO & ARONSON
Showrooms
20 Warren St., adjoining City Hall Park
Telephone—Barclay 5315

New Four=Strap Pump

A smart style, to be had in various combinations. Bronze kidskin vamp with brown suede quarter; patent leather vamp with natural buckskin quarter; dull calfskin vamp with gray suede quarter.
Each one of the straps is finished with a tiny button in center. Full Louis heels. Turn soles. Price $6 a pair.

Frederick Loeser & Co. Inc.
BROOKLYN—NEW YORK

Mrs. GERRIT SMITH
Interior Decorator
15 East Fortieth Street,
NEW YORK

Adding "Color" to Country Homes

Many of our notable recent successes have been achieved in originating and executing striking color schemes for country houses, cottages, and clubs. Some of the wall effects, with the painted furniture now so smart, have been most unique and charming to live with. We are organized to execute orders for the improvement of a room or the complete furnishing and decorating of houses in town and country. No extra charge for professional services—we are merchants. Consultation and correspondence invited.

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Leichner's

Imported face powders for young ladies, very soft and fragrant.
Three tints—white, rose and cream. $1.00 at Department and Drug Stores.
140 other Leichner specialties.
"Nature's Beauty Helper" tells you how to build beauty and how to keep it. Written by a famous Beauty. Sent free upon receipt of your name and that of your dealer.

GRAF BROS.
Importers and Sole Agents,
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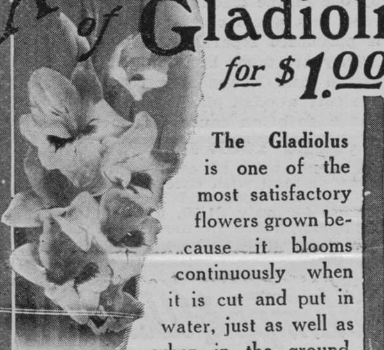
LEICHNER'S
No. 114

A Garden Full of Gladioli
for $1.00



The Gladiolus is one of the most satisfactory flowers grown because it blooms continuously when it is cut and put in water, just as well as when in the ground.

There is no reason why every family cannot enjoy this grand flower, for the simple reason that it is as easy to grow as the potato.

You can have them in bloom from July to frost if you plant a few bulbs each month from April to July.

For only **ONE DOLLAR** we will send **75 Bulbs** of our **Grand Prize** Mixture, which covers every conceivable shade in the Gladiolus kingdom.

Last year we sold 250,000 of the bulbs and have received hundreds of testimonials as to their merits.

ORDER YOUR BULBS NOW so as to have them to plant when you begin making your garden.

Simple cultural directions in package.

Cut out this advertisement and enclose with Dollar Bill, Stamps or Money Order, or present at our Store and secure this splendid collection of Gladiolus Bulbs for only **$1.00,** prepaid to your home anywhere in the United States, with our **1915 Spring Catalogue.**

Stumpp & Walter Co.
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Smart New Modes in Hairdressing.

THE earliest indications of style tendency find their first expression in our smart new modes.

Our **Featherweight Transformations** supply the needed hair to lengthen the years of your youth. They are skillfully made on a fine net, of Superior, Soft, and Wavy French Hair, and can be dressed in any fashion as you would your own hair.

Illustrated Booklet "T" on request.

Massaging Hairdressing Hair Dyeing Manicuring Scalp Treatment

Write, phone or call for appointments.

Cluzelle Bros
Hair Merchants — Ladies' Hairdressers
12-14 West 37th Street, New York
Telephone Greeley 4191-4192.

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New Scientific
PEARLS
withstand the most severe wear, can be washed and cleaned without the slightest fear of injury.

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THE EAGER INTERNAL BATH (a Syringe Operated by weight of Body) relieves Constipation without Drugs, restores digestion and ambition, gives appetite for food, quiets the Nerves, induces **natural sleep,** freshens the complexion, invigorates, allays fever, cures headache. Price **$6.** Combination fits all standard rubber bags, $3.50. Send 2c stamp to Dept. T for illustrated booklet. **Eager Colon Cleanser Co., 737 Washington Ave.,** B'klyn, N. Y. Tel. Prospect 6109.

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3 STORES
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Support without pressure; give correct poise and harmonize figure lines throughout entire period. Have important patented feature found in no other maternity corset.
Give present Waist measure
$3.85 Elsewhere similar corset, $5.00

We are Originators & Largest Mfrs. of Maternity Apparel. Season Book, sent out of town upon request to Dept. L-15.
Lane Bryant,
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WOMEN'S WEAR
212 West 44th St., N. Y.
Special for this week
CREPE GEORGETTE WAISTS
hand embroidered, special price, **$5.00**

Our collection of suits, gowns and dresses are of the latest materials and styles. The prices are exceptionally low.

We cordially invite your inspection.

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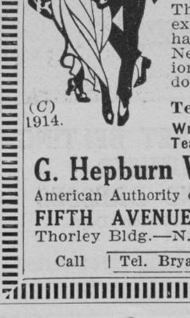
Velvet
THE SMOOTHEST SMOKING TOBACCO



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The one distinctly expert school that has been selected by New York's Fashionable and well-to-do people.
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American Authority on Modern Dancing.
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METHOD OF
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is insurance against thin and impoverished hair. Itching, oily and scaly conditions cause falling hair; incipient grayness and baldness successfully treated. Results simply phenomenal.

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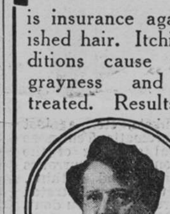

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The Frank Parker Method of treating the hair and scalp is the best I have tried.

You Can Have Luxuriant Hair!
By Proper Stimulation and Nourishment to the scalp and especially the hair. HERBEX accomplishes this; it has done it for 39 years. Send description of your hair trouble. I will advise what tonic to use, and how.

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Hair and Scalp SPECIALIST.
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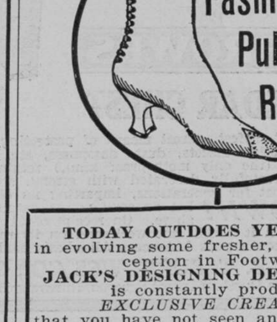

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in evolving some fresher, cleverer conception in Footwear.
JACK'S DESIGNING DEPARTMENT
is constantly producing
EXCLUSIVE CREATIONS
that you have not seen and will not see elsewhere.
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Cures and Relieves Foot Troubles.
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ON TUBULAR RODS
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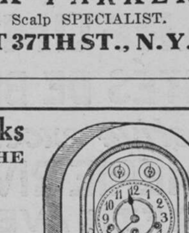

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W. H. Enhaus & Son,
JEWELERS. Est. 1847.
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CORSET

The only corset of this kind made for its own purpose—can be worn at any time, allows one to dress as usual and preserve a normal appearance.
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Similar corsets for ordinary wear for young girls, stout women and for invalids.
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